

IN THE UNITED STATES DISTRICT COURT  
FOR THE SOUTHERN DISTRICT OF NEW YORK

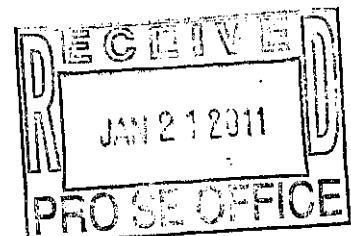
ROBERT G. LOPEZ, an individual, )  
Plaintiff, )  
v. ) Civil Action No.  
J. CREW, INC., and )  
J. CREW INTERNATIONAL, INC. ) JURY TRIAL DEMANDED  
Defendants. )

**COMPLAINT FOR TRADEMARK INFRINGEMENT,  
UNFAIR COMPETITION AND RELATED CLAIMS**

Plaintiff, Robert G. Lopez, alleges his complaint against defendants, J. Crew, Inc. and J. Crew International, Inc. as follows:

**NATURE OF THE ACTION**

1. This action arises from Defendants' infringement of Plaintiff's "ownership" and "use" rights in the mark LOWER EAST SIDE™, in conjunction with clothing, namely t-shirts and sweaters. Despite Plaintiff being the registered owner of the trademark LOWER EAST SIDE™ and offering various clothing items under such brand name, the defendants' have infringed Plaintiff's rights in the LOWER EAST SIDE™ mark by selling and offering for sale t-shirts and sweaters under the Plaintiff's trademark. Plaintiff has already experienced "actual confusion" in connection with this matter and is likely to continue to experience confusion as to the affiliation or connection between the Defendants' and Plaintiff resulting in the unjust enrichment of Defendants' by using Plaintiff's registered trademark.



**JURISDICTION AND VENUE**

2. This Court has jurisdiction over this action pursuant to 15 U.S.C. §1051 *et seq.*, 15 U.S.C. Sections 1114-1116; under Section 43(a) of the Trademark Act, 15 U.S.C. §1125(a) and Section 43(c) of the Trademark Act, 15 U.S.C. §1125(c).

3. This Court has personal jurisdiction over the defendants' because defendants are corporations registered with the NYS Department of State Division of Corporations (See Exhibit A) and because defendants' engage in continuous and significant business activities in, and directed to the State of New York within this judicial district, and because defendants' have committed tortuous acts aimed at and causing harm within the State of New York and this judicial district.

4. Venue is proper in this judicial district pursuant to 28 U.S.C. §§ 1391(b) and (c) because it is where Plaintiff resides and the defendants' transact business and/or maintain an office or business location in this district, and because a substantial portion of the events giving rise to the asserted claims have occurred, and continue to occur, within this district. Furthermore, the damage to Plaintiff and its intellectual property described herein continues to occur in this judicial district.

**THE PARTIES**

5. Plaintiff, Robert G. Lopez is an individual residing at 230 Clinton Street, Apt. # 11C, New York, NY 10002.

6. Upon information and belief, Defendant J. Crew, Inc. is a Delaware corporation with a place of business at 770 Broadway, New York, New York 10003.

7. Upon information and belief, Defendant J. Crew International, Inc. is a Delaware corporation with a place of business at 802 West Street, Suite 102, Wilmington, DE 19801.

**FACTS**

8. Since at least as early as 1997, Plaintiff Robert G. Lopez has been selling t-shirts, sweaters and other clothing items under the LOWER EAST SIDE™ brand name.

9. Since at least as early as 1999, Plaintiff has been independently operating a clothing business under the trade name L.E.S. CLOTHING CO.™, which has sold t-shirts, sweaters and other related clothing items under the marks LOWER EAST SIDE™ and LES NYC™.

10. In addition to selling and offering for sale clothing items under the LOWER EAST SIDE™ and LES NYC™ brand names, Plaintiff has also continuously sold and offered for sale various clothing items which bear the LOWER EAST SIDE™ mark in various fonts and design styles which are prominently displayed on the front of the t-shirts and/or sweaters. (See **Exhibit B**).

11. Plaintiff sells, and promotes the sale of his LOWER EAST SIDE™ clothing via his website [www.lesclothing.com](http://www.lesclothing.com), through order forms, and his t-shirts and sweaters are also available for sale in several retail locations in Lower Manhattan. (See **Exhibit C**).

12. Plaintiff advertises his LOWER EAST SIDE™ brand and clothing items through flyers, posters, and through grass root street marketing methods such as painted "street murals." Plaintiff also regularly conducts photo shoots of customers who purchase his LOWER EAST SIDE™ clothing items to be included in magazine advertisements and marketing materials. (See **Exhibit D**).

13. Plaintiff is the registered owner of New York State Trademark Registration No. R31067 for the mark LOWER EAST SIDE™. (See **Exhibit E**).

14. In November of 2010, Plaintiff was contacted by a long-standing customer of his LOWER EAST SIDE™ clothing products and was asked if he was affiliated or behind the

LOWER EAST SIDE™ shirts and sweaters that were being sold at J. Crew stores and on J. Crew's website [www.jcrew.com](http://www.jcrew.com). Upon further investigating this matter, Plaintiff learned that the defendants' were in fact selling LOWER EAST SIDE™ shirts and sweaters via its website [www.jcrew.com](http://www.jcrew.com). (See Exhibit F).

**FIRST CAUSE OF ACTION**  
**TRADEMARK INFRINGEMENT (15 U.S.C. §§ 1114-1116)**

15. Plaintiff repeats and realleges each and every allegation contained in Paragraphs 1 through 14 of this Complaint.

16. The use in commerce by Defendants of an identical and slightly identical version of Plaintiff's registered trademark is likely to cause confusion, mistake and deception among members of the public and in trade as to the source, origin, or sponsorship of defendants' goods and services. Such use by defendants constitutes a clear and direct infringement of Plaintiff's rights in and to Plaintiff's registered trademark, and has resulted in injury and damage to Plaintiff that will continue if defendants are not ordered to cease all use of the LOWER EAST SIDE™ mark.

**SECOND CAUSE OF ACTION**  
**UNFAIR COMPETITION & FALSE DESIGNATION OF ORIGIN (15 U.S.C. § 1125(a))**

17. Plaintiff repeats and realleges each and every allegation contained in Paragraphs 1 through 16 of this Complaint.

18. Plaintiff has the exclusive right to market, brand and provide clothing related goods using the LOWER EAST SIDE™ mark.

19. Defendants by reason of the aforementioned acts, have falsely described, represented and designated the origin of its goods and services. Defendants' activities already have confused the public into believing that defendants and Plaintiff's clothing goods and

accessories come from one and the same source, and defendants continued activities are likely to create further confusion and deceive the public concerning the source of the goods/services.

20. Defendants have unfairly profited from the actions alleged herein and will continue to unfairly profit and become unjustly enriched unless and until such conduct is enjoined by this Court.

21. By reason of Defendants willful acts conducted in conscious disregard for Plaintiff's rights, Plaintiff is entitled to treble damages under 15 U.S.C. § 1117(a).

### **THIRD CAUSE OF ACTION**

#### **COMMON LAW TRADEMARK INFRINGEMENT & UNFAIR COMPETITION**

22. Plaintiff repeats and realleges each and every allegation contained in Paragraphs 1 through 21 of this Complaint.

23. Defendants conduct constitutes deception by which Defendants' goods will be palmed off as those of Plaintiff. Such conduct constitutes trademark infringement and unfair competition in violation of the laws of the State of New York.

24. Defendants unauthorized use of Plaintiff's LOWER EAST SIDE mark is likely to continue to cause further confusion to the public as to the clothing goods and accessories of the respective parties.

25. By reason of the foregoing, Defendants have infringed and continue to infringe on Plaintiff's common law rights in the LOWER EAST SIDE™ mark and defendants have become unjustly enriched by such acts of infringement.

26. Defendants unlawful conduct has been and will continue to be willful or willfully blind to Plaintiff's rights, as Defendants have reason to know of Plaintiff's rights.

**FOURTH CAUSE OF ACTION**  
**UNJUST ENRICHMENT**

27. Plaintiff repeats and realleges each and every allegation contained in Paragraphs 1 through 26 of this Complaint.

28. Defendants have unjustly retained profits from the sale of clothing goods and accessories bearing Plaintiff's LOWER EAST SIDE™ mark.

29. Defendants actions constitute unjust enrichment.

**PRAYER FOR RELIEF**

WHEREFORE, Plaintiff respectfully prays for relief as follows:

1. Entry of an order and judgment requiring that all defendants, their subsidiaries, officers, agents, servants, employees, owners, and representatives, and all other persons or entities in active concert or participation with them, be preliminarily and, thereafter, permanently enjoined and restrained from (a) using in any manner the trade name, trademark, domain name or other indicia or origin, including in whole or part the term LOWER EAST SIDE™, or any colorable imitation thereof; (b) advertising, operating a website, Myspace page, Facebook profile, using business stationary or offering any goods or services using the trade name, trademark, domain name, URL, or any other indicia of origin including in whole or part the term LOWER EAST SIDE™, or any colorable imitation thereof; (c) otherwise engaging in any acts of unfair competition and infringement which tend to injure Plaintiff's rights in the LOWER EAST SIDE mark.

2. That Defendants be required to account to Plaintiff for any and all profits derived by it, and to compensate Plaintiff for all the damages sustained by reason of the acts complained of herein, and that the damages herein be trebled pursuant to the Trademark Act.

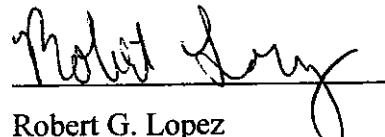
3. That Defendants be ordered to deliver up for destruction any and all infringing materials bearing the LOWER EAST SIDE™ mark, and any colorable imitation thereof, in whole or part.
4. That Plaintiff be awarded punitive damages.
5. That Defendants be required to place advertisements or send notifications to past and present customers that it improperly has been using the LOWER EAST SIDE™ mark.
6. That Plaintiff be awarded the cost and disbursements of this action.
7. That Plaintiff have such other and further relief as the Court deems just and proper.

**JURY DEMAND**

Pursuant to Federal Rule of Civil Procedure 38(b), Plaintiff hereby demands a trial by jury as to all issues.

Dated: January 21, 2010  
New York, NY

Respectfully submitted,  
Robert G. Lopez – Pro Se



Robert G. Lopez  
Pro Se Plaintiff  
230 Clinton Street – Apt. #11C  
New York, New York 10002  
(917) 515-9333

## **EXHIBIT A**

# NYS Department of State

## Division of Corporations

### Entity Information

The information contained in this database is current through December 14, 2010.

---

Selected Entity Name: J. CREW INC.

Selected Entity Status Information

**Current Entity Name:** J. CREW INC.

**Initial DOS Filing Date:** FEBRUARY 08, 2010

**County:** NEW YORK

**Jurisdiction:** DELAWARE

**Entity Type:** FOREIGN BUSINESS CORPORATION

**Current Entity Status:** ACTIVE

Selected Entity Address Information

**DOS Process (Address to which DOS will mail process if accepted on behalf of the entity)**

C/O CORPORATION SERVICE COMPANY

80 STATE STREET

ALBANY, NEW YORK, 12207-2543

**Registered Agent**

NONE

This office does not record information regarding the names and addresses of officers, shareholders or directors of nonprofessional corporations except the chief executive officer, if provided, which would be listed above. Professional corporations must include the name(s) and address(es) of the initial officers, directors, and shareholders in the initial certificate of incorporation, however this information is not recorded and only available by viewing the certificate.

**\*Stock Information**

# of Shares	Type of Stock	\$ Value per Share
-------------	---------------	--------------------

No Information Available

\*Stock information is applicable to domestic business corporations.

### Name History

Filing Date	Name Type	Entity Name
FEB 08, 2010	Actual	J. CREW INC.

**A Fictitious** name must be used when the **Actual** name of a foreign entity is unavailable for use in New York State. The entity must use the fictitious name when conducting its activities or business in New York State.

NOTE: New York State does not issue organizational identification numbers.

[Search Results](#)

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## **EXHIBIT B**

# L.E.S. CLOTHING CO.<sup>TM</sup>



EST. 1999

REP YOUR HOOD WITH AN EXCLUSIVE L.E.S. TEE!!!



MORE CLOTHES/STYLES AVAILABLE



MORE CLOTHES/STYLES AVAILABLE

ALPHABET  
CITY

ALPHABET  
CITY

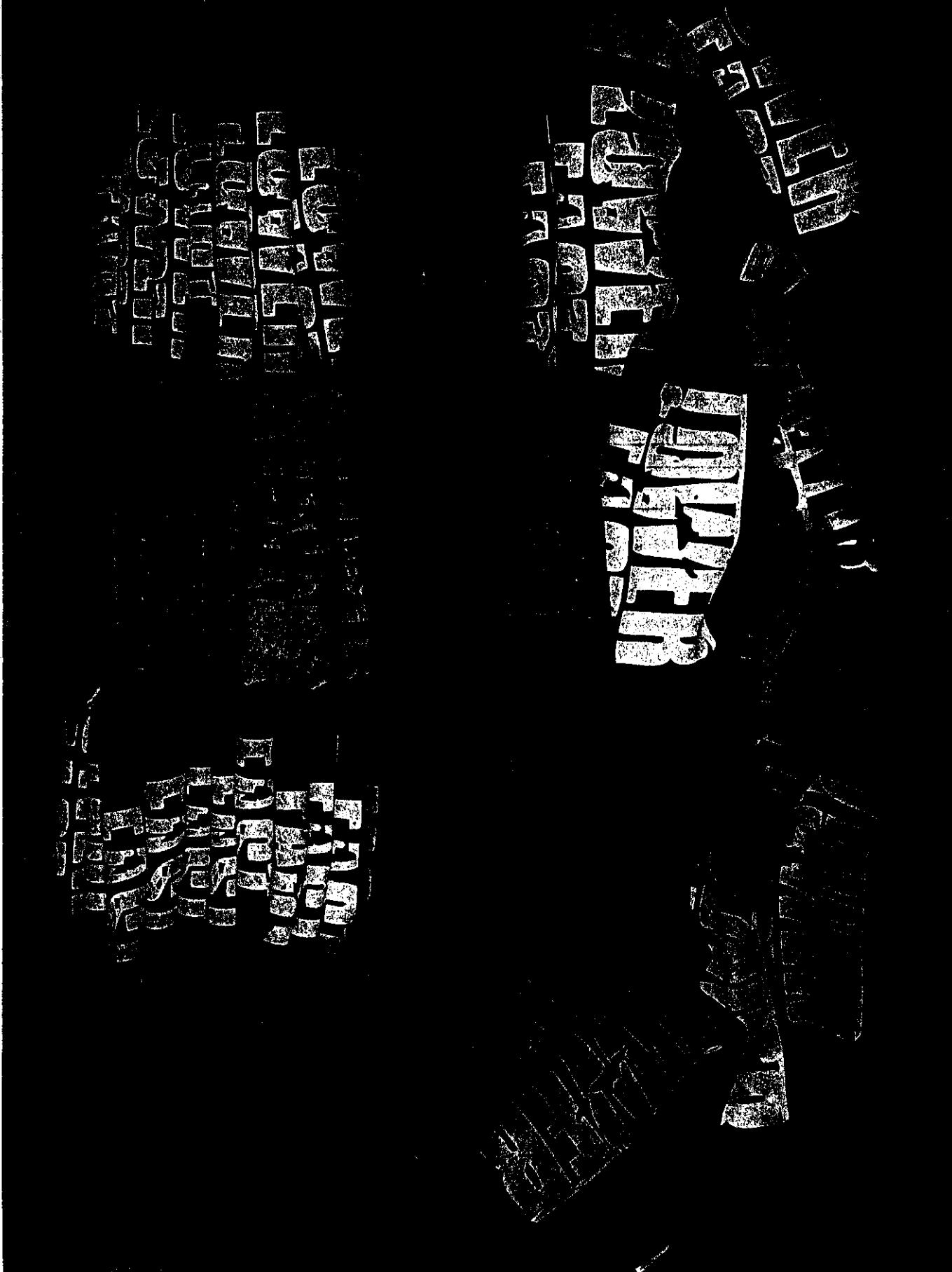
"LOWER  
EAST  
SIDE"

MORE CLOTHES/STYLES AVAILABLE

MORE CLOTHES/STYLES AVAILABLE

FOR ORDERS AND ADDITIONAL INFORMATION CALL (800) 495-1539  
[www.LESCLOTHING.com](http://www.LESCLOTHING.com)

ALL DESIGNS AND/OR LOGOS ARE COPYRIGHTED AND TRADEMARKED WORKS AND  
THE PROPERTY OF L.E.S. CLOTHING CO.



## **EXHIBIT C**



Learn More



Introducing the Nexus S

Google

Arts for Google

**L.E.S CLOTHING CO.™**



"REP YA HOOD WITH AN EXCLUSIVE LOWER EAST SIDE T-SHIRT"

Male  
101 years old  
NEW YORK, New York  
United States

Online Now!

Last Login:  
12/15/2010

[View My: Pics](#) | [Videos](#) | [Playlists](#)

**Contacting L.E.S CLOTHING CO.™**

<input checked="" type="checkbox"/> Send Message	<input type="checkbox"/> Forward to Friend
<input checked="" type="checkbox"/> Add to Friends	<input type="checkbox"/> Add to Favorites
<input checked="" type="checkbox"/> IM / Call	<input type="checkbox"/> Block User
<input checked="" type="checkbox"/> Add to Group	<input type="checkbox"/> Rank User

**Myspace URL:**  
[www.myspace.com/globalgclothing](http://www.myspace.com/globalgclothing)

**L.E.S CLOTHING CO.™'s Interests****General**

# L.E.S CLOTHING CO.



FOR ORDERS OR OTHER INFO  
EMAIL  
LESCLOTHING@GMAIL.COM OR  
CALL (917)515-9333...WE  
WILL PERSONALLY DELIVER  
ANY OF OUR LOWER EAST  
SIDE T SHIRTS TO ANY  
LOCATION ON THE L.E.S. WE  
HAVE A LARGE VARIETY OF  
SIZES AND COLORS  
CURRENTLY AVAILABLE:  
S,M,L,XL,2X,3X,4X and 5X...

**Music**

DOWN BOTTOM DVD  
TRAILER COMMERCIAL



Introducing the Nexus S

**L.E.S CLOTHING CO.™ GOT THEM WHITE/RED/BLUE LES TEES FOR THE FESTIVAL N PR PARADE...HOLLA @ YA BOY!!!**

2:22 PM Jun 11

[view more](#)

**L.E.S CLOTHING CO.™'s Latest Blog Entry** [\[Subscribe to this Blog\]](#)Fokis reps that LES set on HipHopGame.Com [\(view more\)](#)[\[View All Blog Entries\]](#)**L.E.S CLOTHING CO.™'s Blurb****About me:**

Rep Your Hood with an exclusive LOWER EAST SIDE t-shirt available from L.E.S. Clothing Co.™. We have a wide variety of LOWER EAST SIDE™ designs including LES NYC™, ALPHABET CITY™, THE LOWER™, THE 6 BORO™, etc.

For orders please call (800) 495-1539 or email us at [lesclothing@mail.com](mailto:lesclothing@mail.com).

**L.E.S. CLOTHING CO.™**

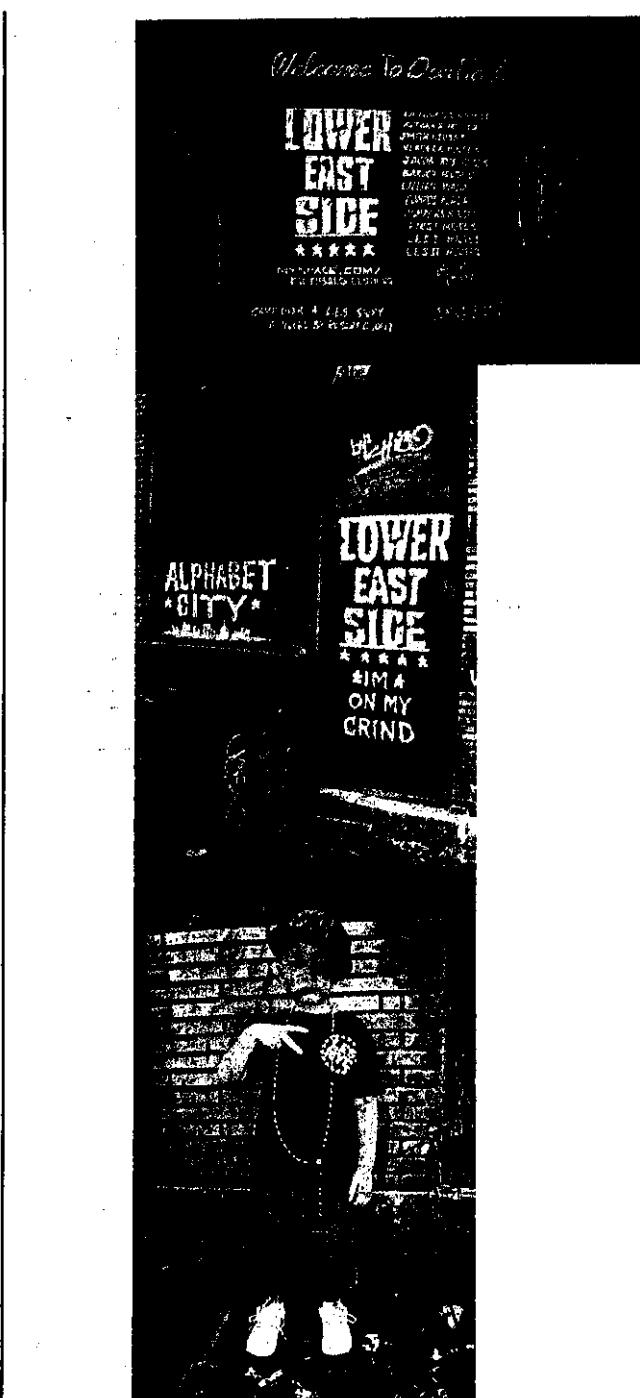


EST. 1998  
REP YOUR HOOD WITH AN EXCLUSIVE LES TEE!!!

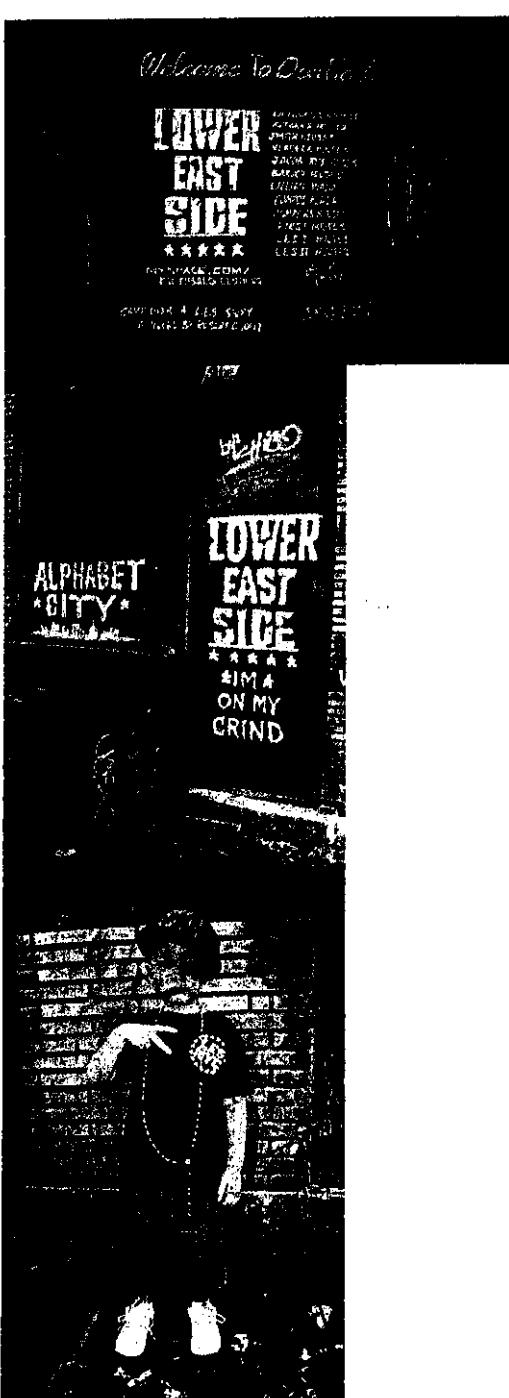
FOR ORDERS AND ADDITIONAL INFORMATION CALL (800) 495-1539  
[www.LESCLOTHING.com](http://www.LESCLOTHING.com)

AL. DESIGN AND PRINT LITERALLY COPY-RIGHTED AND TRADEMARKED  
16-1802-3114 L.E.S. CLOTHING CO.

**Who I'd like to meet:**



Movies



Welcome To Daniel's

## LOWER EAST SIDE

★★★★

POVFACE.COM/  
LES CLOTHING CO.

CRIMSON & LES SUPPLY  
TAKED BY DANIEL

1973

BLAZED

ALPHABET  
CITY

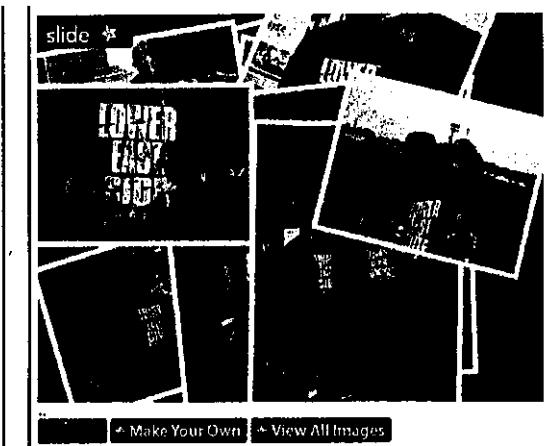
## LOWER EAST SIDE

★★★★

IMA  
ON MY  
CRIND



Movies



### L.E.S CLOTHING CO.™'s Friend Space (Top 14)

L.E.S CLOTHING CO.™ has 445 friends.

GENETICtheorie

5



JoannaShari.co

m



Milieena Hayes

twitter.com/ml

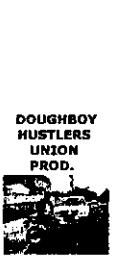


Coco



MANHOOD RECORDS

MANHOOD



FREAKYFRIGE



KRAZY HANDZ..RIP MARTIN "FACE" ; WILSON!!



Duryt Rob



DOUGHBOY HUSTLERS UNION PROD.



BEAUTIFULL THING L.E.S.



LES SMALLS™



[L|E|S|I|ENT.]



vSpeed aka Super Bad - Twitter.com/Sp edTheSpartan



FaceLES



[View L.E.S CLOTHING CO.™'s Friends: All](#) | [Online](#) | [New](#)

### L.E.S CLOTHING CO.™'s Friends Comments

Displaying 25 of 107 comments [View/Edit All](#)

mecone productions Oct 6 2010 9:32 AM  
Comment Back · Send Message · Block

Books

GAME OVER  
LOWER EAST SIDE  
STORY  
BY ANTHONY BROWN  
ILLUSTRATED BY JEFFREY L. BROWN

Heroes

slide

\* Make Your Own  
\* View All Images

User

NEW VIDEO "READY TO RIDE"  
BY EASY & TRIPLE THREAT

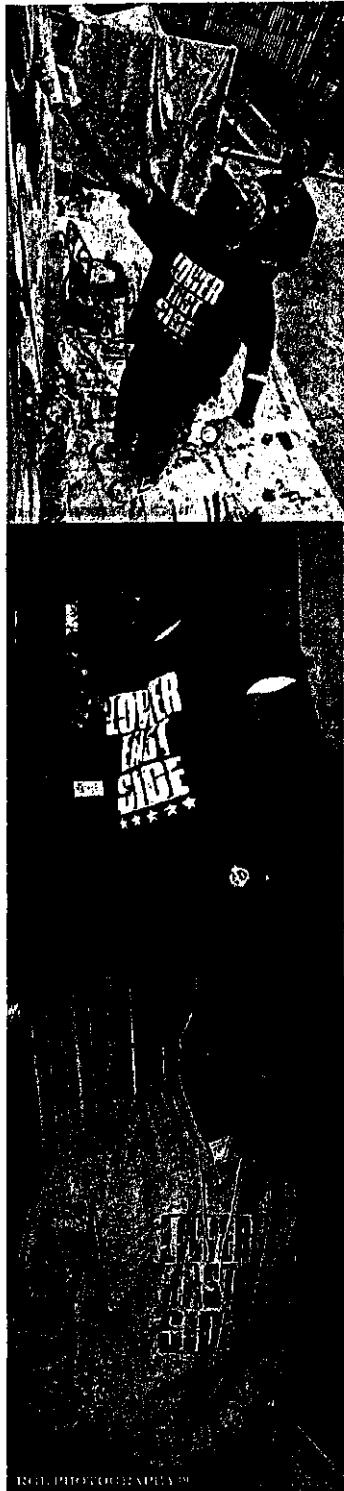
PROD.BY MEC-ONE

DIR.BY BIG SKILLZ

"Ready To Ride" (HD) Video

Jun 11 2010 2:19 PM  
Comment Back - Send Message - Block User

Sham Da God



SHAM DA GOD "8 STRIP"



DAT 5 STAR CHICK  May 5 2010 1:17 PM  
Comment Back - Send Message - Block User



What's good homie holla at me I need some new giddy-up 4 da summer time :)

"J.ONE&ONLY"  Feb 16 2010 12:00 PM  
Comment Back - Send Message - Block User



L.E.S STAND THE FUK UP



LIMITED EDITION SWAG/ JCONNECTS  Jan 12 2010 12:54 PM  
Comment Back - Send Message - Block User



HEY WHATS GOIN ON ...  
JUS SLIDIN THRU TO BRING SUM OFFICIAL...  
\*\*\*DINERO EL DON\*\*\*  
LOVE TO YOUR PAGE...

HOPE ALL IS WELL...ENJOY YOUR WEEK AND  
GOD BLESS..

YA TU SABES/L.E.S./DINERO

AIM FLOW: DINERO51631  
TWITTER @DINEROELDON  
FACEBOOK: DONDINERO51631@GMAIL.COM

Dec 8 2009 12:35 PM  
Comment Back - Send Message - Block User





DOWN BOTTOM DVD B-JON.



Oct 7 2009 12:39 PM  
Comment Back - Send Message - Block User



Six Lowa



Aug 11 2009 2:16 PM  
Comment Back - Send Message - Block User



Hey Whats Goody?  
**sixlawa**  
**bs stand up!**

Jhoodz | @JhoodzRT  
Apr 29 2009 10:57 AM  
Comment Back - Send Message - Block User



big ups to L.E.S CLOTHING CO!!  
LOVING THE SHIRTS!!

Twitter.com/DJ\_Junerock Mar 25 2009 10:46 AM  
Comment Back - Send Message - Block User



thanks 4 the add!!! 6th boro Lowa Deck for life.. L

JIMMY Mar 3 2009 10:22 PM  
Comment Back - Send Message - Block User





E-CASHES FREEHAND FRIDAY WEEK 13



THE OFFICIAL LOWER  
EAST SIDE PAGE



Feb 16 2009 3:48 AM  
Comment Back - Send Message - Block  
User



THE OFFICIAL LOWER  
EAST SIDE PAGE



Feb 11 2009 11:58 PM  
Comment Back - Send Message - Block  
User



Papi Shank -  
Performing LIVE Sat  
8/7 in NY!



Feb 9 2009 3:49 AM  
Comment Back - Send Message - Block  
User

THANX 4 THE SUPPORT!  
CHECK OUT MY NEW VIDEO!



LOWER EAST SIDE T  
SHIRTS...COP YOURS NOW!!!

THE T-SHIRTS BELOW  
ARE AVAILABLE IN MORE  
COLORS THAN ARE SHOWN ON  
THIS PAGE...FOR ADDITIONAL  
INFORMATION YOU CAN CALL  
US AT (800) 495-1539 OR  
EMAIL US AT  
LES CLOTHING@GMAIL.COM



Sizes

Small

[Buy Now](#)



NOW SPREAD THE WORD:

Rappers, Singers, Producers  
want to be featured  
"LOG ON" vol.2?  
[\\*CLICK HERE\\*](#)

NEED AN EXCLUSIVE MYSPACE LAYOUT?  
[\\*CLICK HERE\\*](#)

Looking for EXPOSURE and/or some EXTRA  
CASH?  
[\\*CLICK HERE\\*](#)

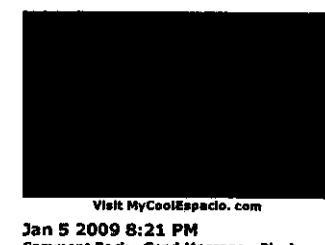


Please vote for Jayden  
and Mikaila see my  
profile

Jan 18 2009 4:43 PM  
Comment Back - Send Message - Block  
User



vCarmenv



Visit MyCoolEspacio.com  
Jan 5 2009 8:21 PM  
Comment Back - Send Message - Block  
User



Sizes

Small

[Buy Now](#)



Sizes

Small

[Buy Now](#)



# Showing LOVE!

MYHOTCOMMENTS.COM  
MyHotComments thank you for adding me  
as a friend

Evan ( LES)



Dec 4 2008 8:54 PM  
Comment Back - Send Message - Block  
User

You already know that the nigga's from the  
hood gotta get some love and ou already know  
that if the did accepted those L.E.S. gear up  
here I would of been rockin it to the fullest.  
You heard!! Representing the Lower hard  
body.Stay up!

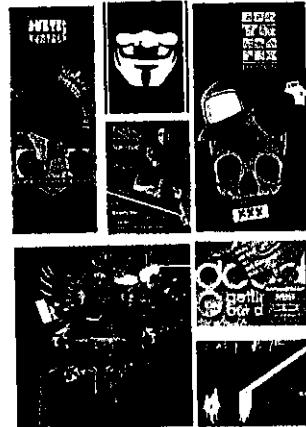
Durte Rebelz LLC



Nov 29 2008 12:04 PM  
Comment Back - Send Message - Block  
User

To view all recent works click -->pics<----  
ALL RECENT ARTWORK

Things to have ready:  
Design Info  
Email (for sending the contract)  
Contact email or phone number



The power to be great  
exists within us all...

DAT 5 STAR CHICK ☐☐☐  
Nov 27 2008 4:06 PM  
Comment Back - Send Message - Block  
User



Happy thanksgiving!!!!

B.A.D



Nov 24 2008 1:05 AM  
Comment Back - Send Message - Block  
User

WHAT DO ROB JUST SHOWING YOUR PAGE  
SOME L.E.S GANGSTA LOVE L.E.S UP!!!!



Sizes

Small

[Buy Now](#)

▼ □ □ □ □ □ □

L.E.S CLOTHING CO.™'s Details

Status:	Married
Hometown:	Lower East Side
Zodiac Sign:	Taurus
Children:	Proud parent
Education:	College graduate

PAGE IS DONE! NO  
REQUESTS PLZ!

Nov 7 2008 12:22 PM  
Comment Back - Send Message - Block  
User



This image or  
video violated our  
terms of use

 photobucket

MySpace Comments & MySpace Layouts

Nov 2 2008 11:08 AM  
Comment Back - Send Message - Block  
User

Evan ( LES )



A-yo What's good. That sweater is official.  
Repping that lower deck hard body. That's  
what it do. Just stopping by to show some luv &  
respect!! Holla!

Oct 22 2008 2:51 PM  
Comment Back - Send Message - Block  
User

Durt Rob



What up my brother Trade Mark Rob, It's  
getting fro out there, I need a hoodie what's  
goody? (Imao) Yo let me know when you get  
some more of those champions with the zipper,  
I need a black one kidco, Peace



OgZ

Oct 14 2008 11:14 AM  
Comment Back - Send Message - Block  
User

whats good my dude!





**REPRESENT YA HOOD WITH A CUSTOM "LOWER EAST SIDE™" T-SHIRT**  
**L.E.S. Clothing Co.™**



**\$19.99**

**SIZES CURRENTLY AVAILABLE: XL, 2X, 3X, 4X**  
**PHONE ORDERS (646) 651-0350**

**SHIP MY ORDER TO:**

First Name: \_\_\_\_\_

Size # \_\_\_\_\_

Last Name: \_\_\_\_\_

Quantity: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_

Order by certified check or money order payable to: Robert G. Lopez, 230 Clinton Street #11C, New York, NY 10002  
Send \$19.99 + \$3.95 S&H per T-shirt; Allow 2 weeks for delivery  
For Wholesale Orders email: [grobertlopez@aol.com](mailto:grobertlopez@aol.com)

## **EXHIBIT D**

LA GUERRA HOUSE  
RUTHERFORD HOUSE  
SMITH HOUSES  
VLADECK HOUSES  
YACOB HOUSES  
BARKER HOUSES  
LILIAN HALL  
CONRAD HALL  
GOMBER'S HOUSE  
FIRST HOUSES  
S. T. HOUSES  
37 HOUSES

THE PAGETIDON  
BY DEAN L. LIND

卷之三

卷之三

RECEIVED  
U.S. POSTAL SERVICE  
1/21/2011  
10:45 AM  
U.S. POSTAL SERVICE

REGISTRATION



## **EXHIBIT E**

# *New York State Department of State*

## *Certificate of Trademark Registration*

*I Daniel E. Shapiro, Special Deputy Secretary of State, do certify that the Trademark described below and depicted on the attached copy has been duly registered in this Department pursuant to Article 24 of the General Business Law. This registration will remain in force for TEN years from the Date of Registration.*

**Registration Number:** R31067 **Registration Date:** 06/06/07

**Applicant:** ROBERT G. LOPEZ  
230 CLINTON STREET APT. #11C  
NEW YORK NY 10002-

**State of Incorporation or  
Partnership Organization:**

**Class Numbers:** 25

**Date First Used in NYS:** 12/1999 **Date First Used Anywhere:** 12/1999

**Trademark Description:**

LOWER EAST SIDE

*The mark is comprised of the words "Lower East Side" In stylized letters with an underline and overline.*

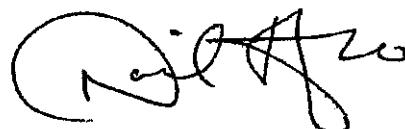
**Description of Goods:**

*Clothing, namely, T-shirts, Hooded Sweatshirts, Vest, Hats and Caps as adopted from the USPTO.*

**WITNESS** *my hand and the seal of the State of New York In the City of Albany on this:*

*Thursday, August 16, 2007*

*by:*



*Special Deputy Secretary of State*

## **EXHIBIT F**

J.CREW

WOMEN MEN KIDS SHOES JEWELRY WEDDING SALE

THE VERY MERRY GIFT GUIDE FACTORY

SHOPPING BAG CHECKOUT

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**Boys' long-sleeve  
lower east side slab  
tee**

was \$26.50 select colors \$19.99  
item 30631

Spun from our supersoft slab cotton  
jersey, this tee features "lower east  
side" block lettering and a  
pigment print of  
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henna

color: henna

now \$19.99

(colors not listed are sold out)

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## Boys' heavyweight Lower East Side slub crewneck sweater

was \$48.00 select colors \$29.99  
Item 30632

Spun from our supersoft,  
heavyweight slub cotton jersey with a  
center front seam, flocked "lower  
east side" lettering  
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4-5 [size charts](#)

[shadow](#)  
color: [shadow](#)

now \$29.99



(colors not listed are sold out)

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